

**RECEIVED  
CENTRAL FAX CENTER****FACSIMILE COVER SHEET**

SEP 06 2005

Jung-hua Kuo  
P.O. Box 3275  
Los Altos, CA 94024  
Telephone: (650) 988-8070  
Facsimile: (650) 988-8090  
Email: jkuo@kuolaw.com

Date: September 6, 2005

**CONFIDENTIALITY NOTICE**

The information contained in this facsimile message may include confidential and/or attorney-client privileged information and is intended only for the use of the recipient or firm listed below. If the reader of this facsimile is not the intended recipient or authorized to receive for the recipient, the reader is hereby notified that any dissemination, distribution, use, or copy of this facsimile or any information contained in this facsimile is strictly prohibited. If the reader has received this facsimile in error, please immediately notify the sender at the above-listed telephone number or email address and return the original facsimile to the sender at the above-listed address via the United States Postal Service. Thank you for your assistance and cooperation.

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office,  
Fax No. (571) 273-8300 on September 6, 2005.

Signed: 

Name: Jung-hua Kuo

Sender: Jung-hua Kuo, Reg. No. 41,918

Re: U.S. Pat. App. No. 09/398,612  
Entitled: Method and Apparatus to Determine and Use Audience Affinity and  
Aptitude  
Attorney Docket Number: ENONP005

Pages: 13 (including this facsimile cover page)

To: Patent and Trademark Office  
Art Unit: 2654  
Examiner: Armstrong, Angela A.

**MESSAGE:**

Attached are:

- (1) Transmittal (1 page)
- (2) Credit Card Payment Form PTO-2038 authorizing (1 page);
- (3) Amendment in Response to Office Action mailed March 22, 2005 (6 pages); and
- (4) Transmittal (containing a Certificate of Mailing), IDS (also containing a Certificate of Mailing) as filed on April 6, 2004 and return receipt postcard with a PTO stamp dated April 12, 2004 indicating receipt of the IDS (4 pages).

## PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:  
Hejna, Jr.

Application No: 09/398,612

Filed: September 16, 1999

Title: Method and Apparatus to Determine  
and Use Audience Affinity and  
Aptitude

Attorney Docket No. ENONP005

Examiner: Armstrong, Angela A.

Art Unit: 2654

**RECEIVED**  
**CENTRAL FAX CENTER**

SEP 06 2005

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.  
The fee has been calculated as shown below.

	Claims Remaining After Amendment	Highest Previously Paid For	Present Extra	Rate	FEE
Total Claims				\$18.00	\$ 0.00
Independent Claims				\$86.00	\$ 0.00
Multiple Dependent Claims and Fee Not Previously Paid (\$280/\$140 if applicable)					\$0.00
Total Fees					\$ 0.00

- ☒ Applicant hereby petition for a three month(s) extension of time to respond to the outstanding Office Action.
- ☐ Please charge \$0.00 (Small Entity Status) to Deposit Account No. 50-1217 (Order No. ENONP005). A copy of this sheet is enclosed.
- ☒ Enclosed is Credit Card Payment Form PTO-2038 authorizing a charge of \$510 (small entity).
- ☒ Applicant believe that no (additional) Extension of Time is required; however, if it is determined that such an extension is required, Applicant hereby petition that such an extension be granted and authorize the Commissioner to charge the required fees for an Extension of Time under 37 CFR 1.136 to Deposit Account No. 50-1217 (Order No. ENONP005).
- ☒ If the required fees are missing or any additional fees are required during the pendency of the subject application, please charge such fees or credit any overpayment to Deposit Account No. 50-1217 (Order No. ENONP005). A copy of this sheet is enclosed.

Respectfully submitted,



Jung-hua Kuo  
Reg. No. 41,918  
P.O. Box 3275  
Los Altos, CA 94024  
Telephone: (650) 988-8070  
Facsimile: (650) 988-8090

The stamp of the mailroom of the US PTO will be taken as an acknowledgment of receipt on the date stamped below of a 5 page amendment, a Terminal Disclaimer (with a check of \$55.00 for the fee), and an Information Disclosure Statement (with a check of \$180.00 for the fee) for U.S. Patent Application:

Inventor: Donald J. Hejna, Jr.

Title: Method and Apparatus to Determine and Use Audience Affinity and Aptitude

Ser. No.: 09/398,612 Filed: September 16, 1999

Examiner: A. A. Armstrong Grp. Art Unit: 2654

APR 12 2005

PTO & TRADEM

**RECEIVED  
CENTRAL FAX CENTER**

SEP 06 2005

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application of: Donald J. Hejna, Jr.

Serial No.: 09/398,612 Filed: September 16, 1999

Examiner: A. Armstrong Group Art Unit: 2654

Title: Method and Apparatus to Determine and Use Audience Affinity and Aptitude

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Transmitted herewith is a response to the outstanding office action for the above-identified patent application, a Terminal Disclaimer (with a check for \$55.00 for the petition fee), and an Information Disclosure Statement in accordance with 37 C.F.R. 1.97(c) (with a check of \$180.00 for the fee under 37 CFR 1.17(p)). No claims have been added, and as such, no additional filing fee is required.

Date: April 6, 2004

Respectfully submitted,  
By Michael B. Einschlag  
Michael B. Einschlag  
Reg. No. 29,301  
(650) 949-2267  
25680 Fernhill Drive  
Los Altos Hills, California 94024

Attached:

Response to office action

Terminal Disclaimer (with check for \$55.00)

→ Information Disclosure Statement (with a check of \$180.00)

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on April 6, 2004 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Michael B. Einschlag  
Michael B. Einschlag29,301  
Reg. No.April 6, 2004  
Date of Signature